

Consumer Behaviour in western Rajasthan with reference to Bajaj Allianz life insurance Company Pvt. Ltd.

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Abstract: The underlying foundation of demand, therefore, is a model of how consumers behave. The individual consumer has a set of preferences and values whose determinations are outside the realm of economics. They are no doubt dependent upon culture, education, and individual tastes, among a plethora of other factors. The measure of these values in this model for a particular good is in terms of the real opportunity cost to the consumer who purchases and consumes the good. If an individual purchases a particular good, then the opportunity cost of that purchase is the forgone goods the consumer could have bought instead. A developed model in which presented in the form of map or graphically derivativated from consumer preferences. This was measured in terms of the level of satisfaction of the consumer derived from consuming various combinations or bundles of goods. The consumer's objective is to choose the bundle of goods which provides the greatest level of satisfaction as they the consumer define it. But consumers are very much constrained in their choices. These constraints are defined by the consumer's income, and the prices the consumer pays for the goods. Under this research work we would like to through light on following aspects:

1. To find out how people think about Private BAJAJ ALLIANZ life insurance co ltd.
2. To find out what respondents expect from BAJAJ ALLIANZ life insurance co ltd.
3. To understand Consumer buying behavior of BAJAJ ALLIANZ life insurance co ltd.
4. To come out with conclusion and suggestions based on the analysis and the Interpretation of data.

Keywords: Preferences, Consumer Behaviour, Factors management.

Introduction:

Consumers make decisions by allocating their scarce resources (income) across all possible goods in order to obtain the greatest satisfaction. In other words, it can be stated that consumers maximize their utility subject to budget constraint. Utility is defined as the satisfaction that a consumer derives from the consumption of a good. Consumer value is measured in terms of the relative utilities between goods. Therefore, consumer preferences are defined as the subjective (individual) tastes, as measured by utility, of various bundles of goods. They permit the consumer to rank these bundles of goods according to the levels of utility they give the consumer. The importance of understanding the consumer behavior is that to know and understand the preferences of different consumers which will enable the marketers to form the marketing strategies accordingly. Human being differ in terms of social status, nationality, age, sex, income, occupation, religion, family set-up, education and the culture of the society. We have different needs because of these differences. In recent years, life insurers have begun the process of adapting to a distribution environment which encompasses emerging technologies such as mobile, social media, digital marketing and online sales. Right now, however, life insurance distribution strategies still depend heavily on a network of captive or independent agents and brokers.

Research Methodology:

DATA TYPE: In this research the type of data collection is

- **Primary data**
- **Secondary data**

DATA SOURCE: The sources of collection of secondary data are:

- Questionnaire,
- Books
- Websites
- Magazines
- Brochures

Sampling plan:

It is very difficult to collect information from every member of a population. As time and costs are the major limitation that the researcher faces.

A **600 respondents** were **randomly** selected from the policy holder of Bajaj Allianz life insurance spreads in districts namely, Pali, Sirohi sojat, sheoganj, jodhpur, of western Rajasthan.

Analysis and Interpretation:

The mathematical formula for computing r is:

$$r = \frac{n\sum xy - (\sum x)(\sum y)}{\sqrt{n(\sum x^2) - (\sum x)^2} \sqrt{n(\sum y^2) - (\sum y)^2}}$$

1. Staff Position:

. Staff at insurance branch (in Numbers)

Particulars	Number	Percentage
Enough staff Yes	463	91.32
Enough staff No	36	8.68
Total	507	100.00

Table: 1.1

2. Adequate Space:

Adequate Space in the Branch Office (in Numbers).

Particular	Numbers	Percentage
Adequate Space Yes	475	93.69
Adequate Space No	32	6.31
Total	507	100.00

Table: 1.2

3. Adequate Enquiry Counters:

Particular	Result	Percentage
Adequate No. of counters Yes	377	74.36
Adequate No. of counters No	130	25.64
Total	507	100.00

Table: 6.3

4. General Amenities in the Office:

Particular	Respondent	Percentage
General Amenities Yes	181	35.70
General Amenities No	326	64.30
Total	507	100.00

Table: 7.4**5. Knowledgeable employees:****Record keeping data updating in the insurance office.**

Particular	Respondent Numbers	Percentage
Record keeping Data updating Yes	475	93.69
Record keeping Data updating No	32	6.31
Total	507	100.00

Table: 7.5**5. Quick Service:****Front line staff presence in insurance office.**

Particular	Respondent Number	Percentage
Front line office staff Yes	492	97.04
Front line office staff No	15	2.96
Total	507	100.00

Back line staff presence in insurance office.

Particular	Respondent Number	Percentage
Back line office staff Yes	475	93.69
Back line office staff No	32	6.31
Total	507	100.00

Table: 7.7**Part II : Billing Clarity:****Burden of policy holders.**

Particular	Number	Percentage
Burdensome Yes	91	17.05
Burdensome No	409	80.67
No comment	7	1.38
Total	507	100.00

Table: 7.8

6. Accuracy of Billing:

Interest charged on loans, defaulting premium payments reasonable.

Particular	Number	Percentage
Interest charge reasonable Yes	76	14.99
Interest charge reasonable No	431	85.01
No comment	0	0
Total	507	100.00

Table: 7.9

Attitude towards dealing with customer:

The attitude towards dealing with the customer or respondents by the staff of insurance company (BALIC) were also examined. The respondents expressed about the attitude towards dealing with customer from insurance office was enough or not were estimated and same are presented in the table 7.10 and also expressed in - **Attitude towards dealing with customer by staff of BALIC.**

Particular	Number of Respondent	Percentage
Prompt in dealing customer Yes	392	77.32
Prompt in dealing customer No	115	22.68
Total	507	100.00

Table 7.10

Conclusion:

The respondents opined that the BALIC policies do not fully match their needs. They wanted tailor made policies. It was observed that about 409 (80.67%) respondents satisfied with clarity in bills issued by the insurance office. It directly affects the satisfaction of customer. Majority of the respondents share their opinion that the premium amount is not burdensome for them. Some policies are also taken by respondents as future gifts to their grandchildren. Location of branch was convenient for most of the customers. Agents of BALIC are active in selling policies to their customers and act as good motivators.

Advertisements of BALIC were well observed by the customers. The advertisements were effective as well. Newspapers and T.V. advertisements were more influencing to customers. It is observed that about 93% or 475 respondents were satisfied about the space in the branch offices. Also their staff takes quick action in time on enquires by the respondents. They also have adequate numbers of staff at branches.

It is observed that policy holders discussed with friends (49.75%) followed by family members (23.87%), co-workers (16.33%) and relatives (10.05%) While purchasing the policies. There were sufficient number of counters at the offices, However, additional counters can be added during peak business time if found necessary. 74.36% customers stated that they were satisfied with the numbers of counters.

Many policy holders were moderate satisfied with the general amenities at the branches. All the amenities should be ensured as the customers expectations are increasing and since rented premises required attention on this aspect. Respondents were moderately satisfied over the issue of record keeping and data updation at the offices. There has to be kept a proper check over quick updation of data and record keeping. Respondents were more satisfied with the presence of front line staff in comparison to back office staff. Availability of staff has to be ensured when customers need to be in touch with them. There is some scope for improvement by staff in the attitude, behaviour and promptness in dealing with customers. They are required to be more positive in attitude, more courteous and more prompt in dealing with customers. Customers do receive the premium reminders and receipts timely. However some of them wanted to be reminded by their agents. Respondents were less satisfied with written communication made by them. They were not satisfied with 'no reply' or 'delayed reply' through written communication. Respondents were less satisfied over the issues related to change of address, nomination or mode of payment. Recording of changes according to them should be more hassle free.

More knowledgeable employees are required at the offices as it leads to more sales and generate more confidence in the customers. More training sessions can be organized for all the employees. Less time should be taken regarding matters like transfer of policy records to other office or change of nomination, mode of payment etc as requested by the customers: late response in these matters causes dissatisfaction which can be avoided by responding timely. About the charges on loans, defaulting premium payments were reasonable or not were estimated it was observed that about 341 (85.01%) respondents did not satisfied on the charges shown on the bills and also accurate by the insurance office. It directly affects the dis-satisfaction of customer. Respondents were also not aware of the modifications/ changes permitted by BALIC in their policies and quick service should be provided for the same. Most of the respondents felt that without analyzing the paying capacity of the customers, the agents would persuade them to have greater sum assured which could result in policy lapses. Also customers felt that revival procedures for the policies should be simplified. The attitude of staff of BALIC insurance company towards the customer or respondents were also examined. The respondents expressed about the attitude of staff of BALIC insurance company towards the customer or respondents was positive or negative, about 97.04 per cent or 492 respondents satisfied as attitude of staff towards dealing with customer was positive.

Suggestions:

The purpose of any research study lies in finding the problems areas and suggesting ways and means to overcome the problem areas that emerge. The suggestions given here are simple and easy to apply after properly explaining the issues of concern.

Since the peoples are still uneducated in the subject to life insurance products in terms of investment & security. Some suggestions from them are:

- a) Never sign any life insurance application form before carefully reading and reviewing each question and answer
- b) Comparison superstore since there are major cost differences among life insurance companies for the same type and amount of coverage.
- c) Figure out what type of life insurance coverage is best for you so you are not comparing apples and oranges.
- d) Financial ratings are neither a promise, warranty or reliable indicator or an insurance company's long-term stability, claims paying ability or solvency.

- e) Pay the life insurance premiums by check or money order always made payable to the insurance company (Never pay the agent cash) .
- f) If the policy is unsatisfactory, you normally have 10 days from the date on which you receive it to return it for a full refund.
- g) Make sure the payments you agreed to are accurate
- h) Verify from the policy, the benefits and exclusions are accurate
- i) If the policy generates cash or paid up values, make sure that these are the same as were illustrated.
- j) Request a current dated receipt or registered receipt when returning the policy to the insurance company
- k) Review the policy and financial plan periodically.
- l) Keep your life insurance contract in a safe, accessible place (no bank safety deposit boxes).
- m) Advise your family or estate executor of the location of the policy contract.

Answer all questions on the life insurance application truthfully. Non-disclosure may cause a voiding of coverage

Limitations:

- The customers was not that much attentive towards answering the questions.
- The customers became bias at the time of answering.
- The customers didn't want to answer.
- The pre-image of the company had the effect on their responses.
- The customers were not available during the afternoon time.
- Should release weekly/monthly report.
- Motivate their agents to improve the customer base and also pay proper attention on their needs & requirements.
- Regular meeting of the seniors with agents.
- Policies should be made Keeping in mind the collected data.
- Should focus on the after sale service so as to develop competitive advantage?
- There should be easy ways to give the premium by the insurer.

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